

# Sign, Sign, Everywhere A Sign...

## *Coordinating mussel outreach in the Northwest and beyond*



Paul Heimowitz, USFWS Pacific Region

**“Sign, sign, everywhere a sign.  
Blocking out the scenery, breaking my mind...  
Do this, don't do that,  
can't you read the sign?”**

***Five Man Electrical Band, 1971***

# Sign, Sign, Everywhere A Sign...

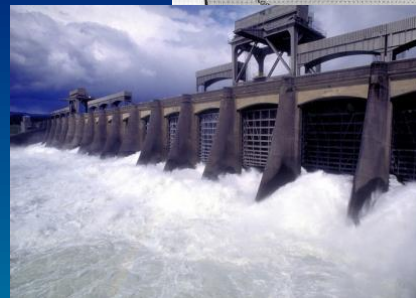
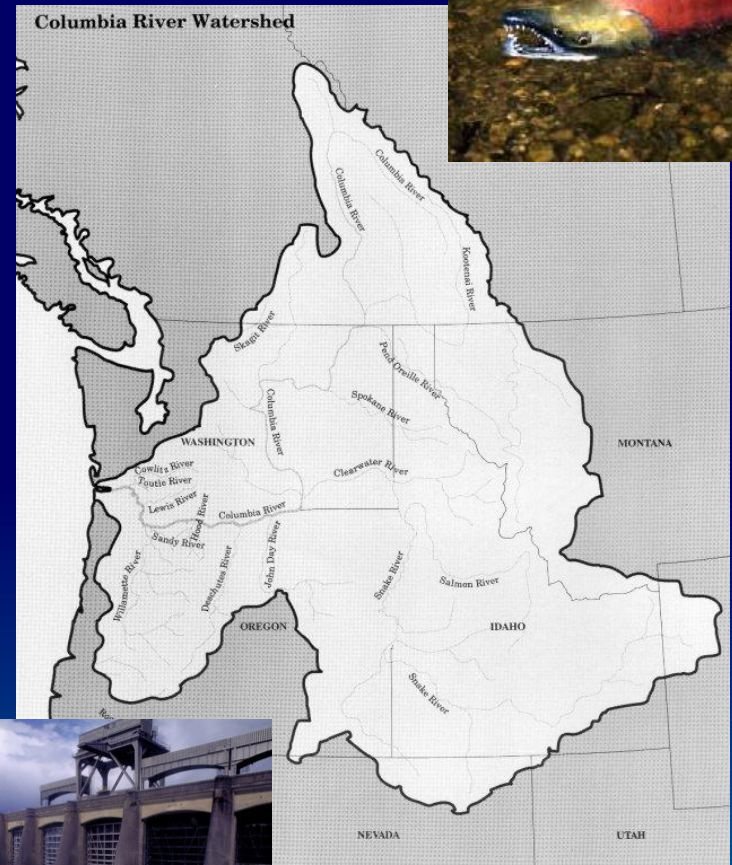
## *Coordinating mussel outreach in the Northwest and beyond*

- 100<sup>th</sup> Meridian Initiative in the Columbia River Basin
- Tour of Columbia Basin outreach efforts
- What we've learned so far...



# The Columbia River Basin: The Last Frontier?

- One of the few major river systems without detected invasive mussels
- Vulnerable to introduction
- Vulnerable to establishment
- Tremendous ecological and economic risks







## Columbia River Basin Team

- Established in 2003; outgrowth of long-standing AIS coordination group
- Broad network of agencies, academia, industry, and NGOs
- Incorporates 4 states, British Columbia, multiple tribes; Snake and Willamette Rivers
- <http://100thmeridian.org/ColumbiaRT.asp>





## Columbia River Basin Team

### Why Outreach and Education?

- Necessary for effective prevention
- Important component of early detection
- Public support for management programs



# CRB Team Outreach Examples: Signs

- Boat ramps
- Billboards
- “Burma-shave” series
- Points-of-entry
- Mussels vs. AIS



***You brush your Teeth  
You brush your hair***

***Protect our boating waters  
For your sons & daughters***

***You're squeaky clean  
But, how 'bout that boat***

***Please! Clean your boat  
Before you float!***

***You wash your clothes  
Because you care***

***Does it get washed?  
Before you float***



**STOP AQUATIC  
HITCHHIKERS!**

Prevent the transport of nuisance species.  
Clean all recreational equipment.  
[www.ProtectYourWaters.net](http://www.ProtectYourWaters.net)



# CRB Team Outreach Examples: Social Marketing Campaigns



## **STOP AQUATIC HITCHHIKERS!™**

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### **When you leave a body of water:**

- Remove any visible mud, plants, fish or animals before transporting equipment.
- Eliminate water from equipment before transporting.
- Clean and dry anything that comes into contact with water (boats, trailers, equipment, clothing, dogs, etc.).
- Never release plants, fish or animals into a body of water unless they came out of that body of water.

Brand Marks provide visual identities

Brand Names provide name identities

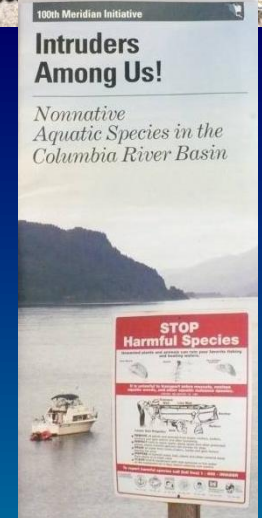
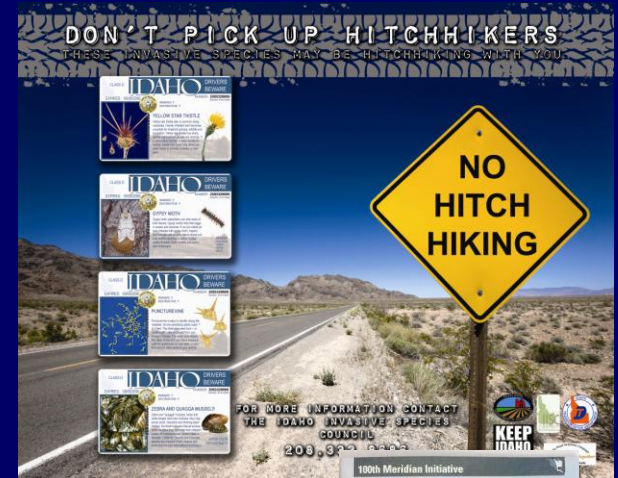
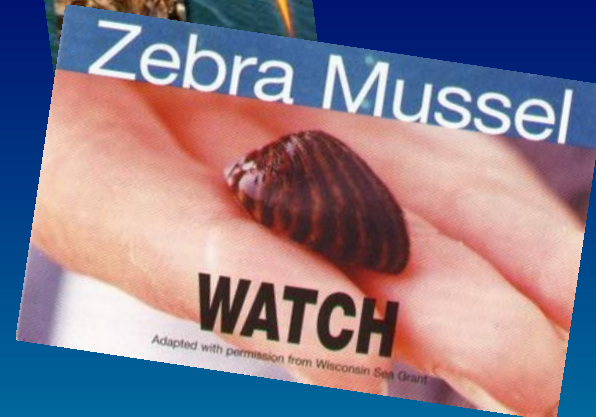
Tag Lines provide clarity and instructions

Embedded web addresses direct audiences to primary resource

Additional instructions provide audience w/actions to take

# CRB Team Outreach Examples: Publications

- *Zap the Zebra*
- Other brochures
- Posters
- Watch Cards
- Newsletters
- Postcards



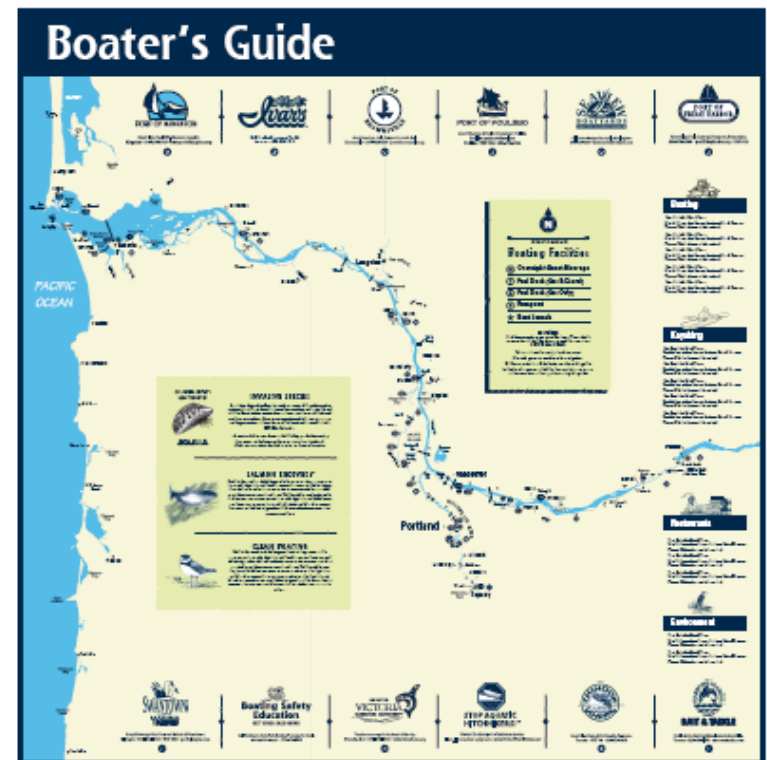
# CRB Team Outreach Examples: Videos and Multimedia

- *Stop Exotics* – boaters
- *Don't Move A Mussel* - law enforcement, decision-makers, etc.
- *The Silent Invasion* – “general public”
- Powerpoint presentations
- Video games?



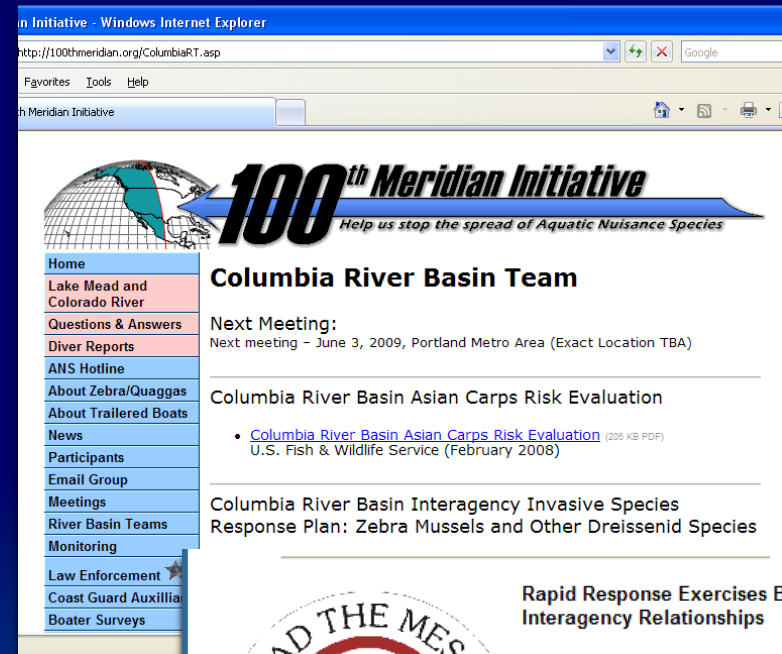
# *CRB Team Outreach Examples:* **Displays and Exhibits**

- Boater's Guide displays
- Visitor Centers (e.g., Bonneville Dam)
- Aquarium exhibits (e.g., Hatfield Marine Science Center)



# CRB Team Outreach Examples: Websites

- 100<sup>th</sup> Meridian Initiative Columbia Basin Team
- Links on Partner websites
- Podcasts



## Rapid Response Exercises Build Interagency Relationships

Paul Heimowitz, Aquatic Nuisance Species Coordinator, for the U.S. Fish and Wildlife Service Pacific Region, [talks about](#) the importance of interagency Quagga and Zebra Mussel Rapid Response exercises. The [100th Meridian Initiative's](#) Columbia River Basin Team tests its contingency plans in Pacific Northwest waters.

Public Service Announcement to aid in the prevention of the spread of aquatic nuisance species through education.  
100th Meridian Initiative



# *CRB Team Outreach Examples:* **Shows and Events**

- Boat and Outdoor Sports Shows
- Fairs and Festivals
- Invasive Species Outreach Events
- Evaluation opportunity



# *CRB Team Outreach Examples:*

## **“Doo-Dads”**

- Paperweights
  - Stickers and buttons
  - Temporary tattoos
  - Key chains
  - Bookmarks
  - Pens/Pencils
- ...and much much more!



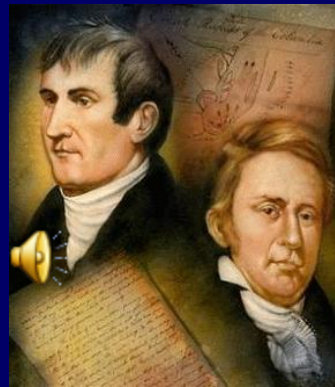
# *CRB Team Outreach Examples:* **Traveler Information Systems**

- Low power radio/AM signal
- Along thoroughfares
- “Captive” areas (boat ramp, entrance station, etc.)
- 2006 Montana evaluation project



# *CRB Team Outreach Examples:* **Public Service Announcements/Media**

- “Clark and Lewis”
- “Never Launch A Dirty Boat” animated series
- *The Silent Invasion*
- Press releases
- Press events
- Interviews/news shows



*Richard Kind & Patrick Warburton*

## *CRB Team Outreach Examples:* **Presentations/Direct contact**

- Boater outreach
- Marina visits
- Talks to stakeholder groups (anglers, etc.)
- Lewis and Clark Bicentennial

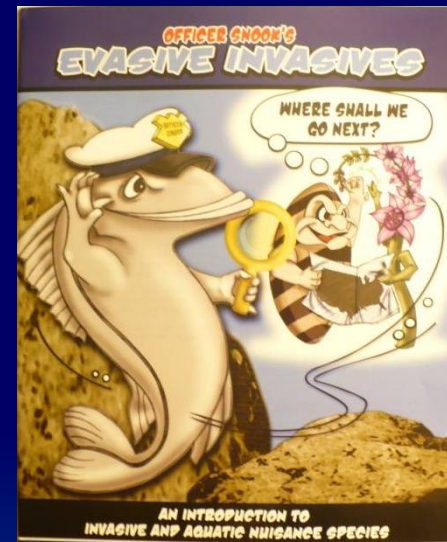


# *CRB Team Outreach Examples:* **Training Sessions/Workshops**

- Watercraft Inspection Training
- Professional Society Sessions  
(e.g., American Fisheries Society)
- Boater education programs
- Teacher in-service
- Legislative awareness programs

# *CRB Team Outreach Examples:* **Youth Education**

- Classroom education
- Curricula development
- Child-oriented materials and exhibits

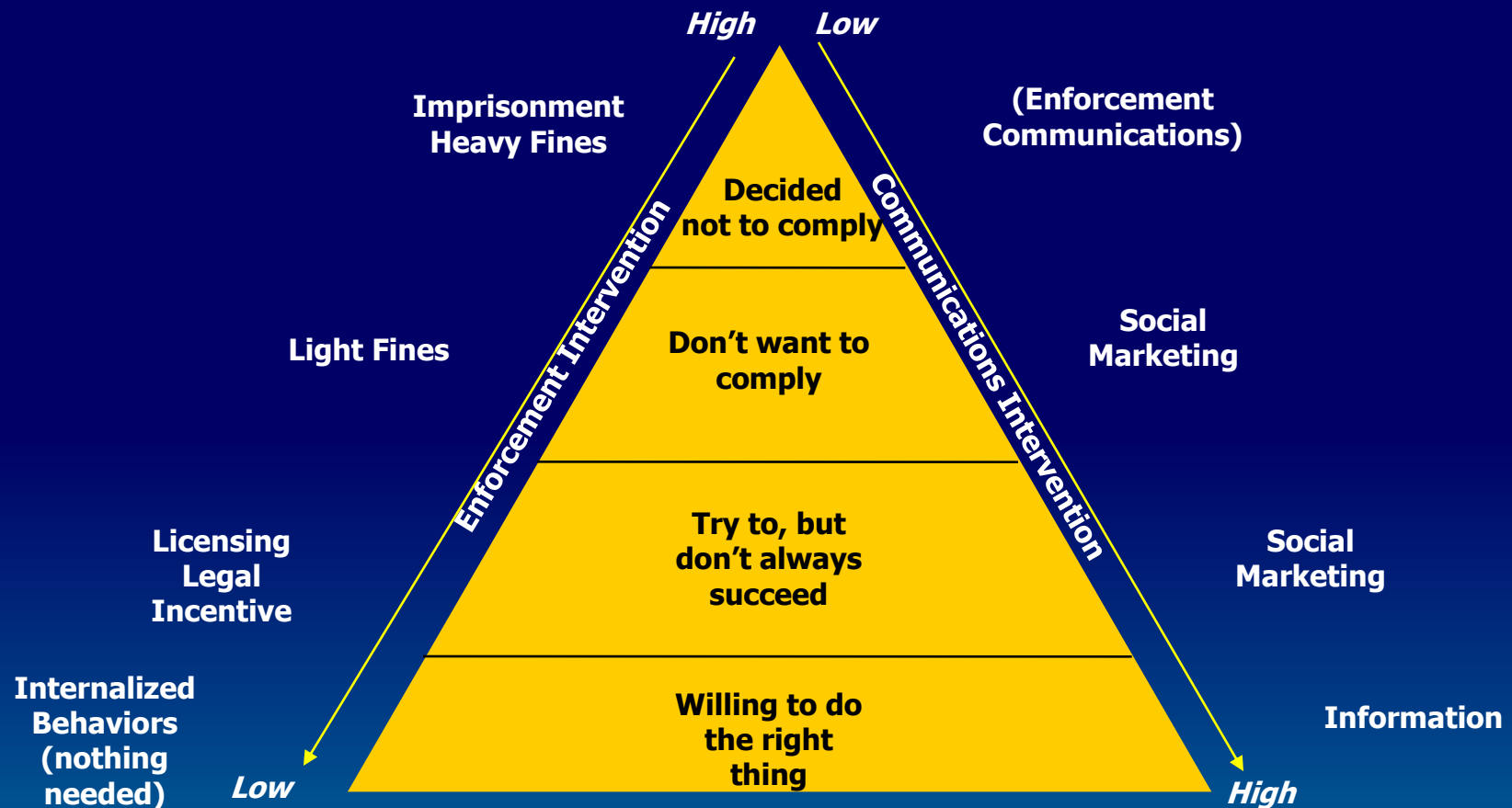


# *CRB Team Outreach Examples:* **Volunteer Programs**

- Early detection monitoring
- Boater education
- Habitat protection and restoration



# Understand How We Can Influence Behavioral Change



A Framework for Behavioral Compliance

# The Role of Social Norms

- Oregon Invasive Species Council/Oregon State University focus group study
- Lack of social norms on aquatic invasive species actions is a primary obstacle against behavior change



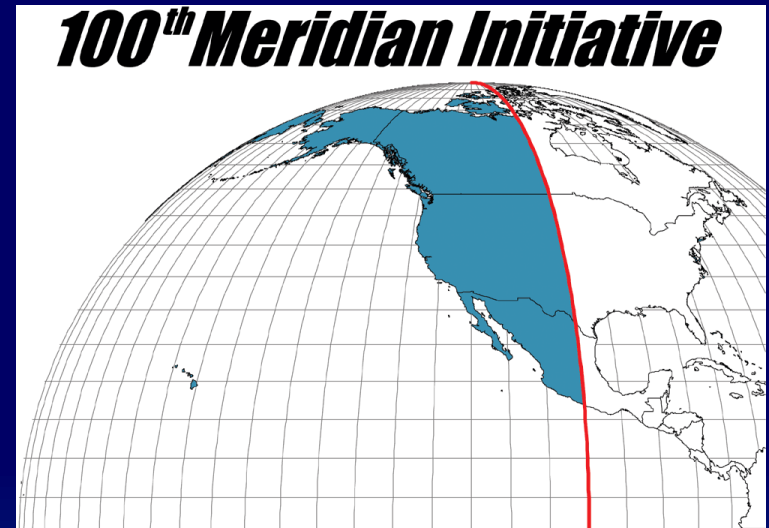
# ~~40~~ Things We've Learned So Far....

- Outreach: Good!
- Outreach alone is like sitting in a chair with one leg
- Consistency is important...but so is freshness
- Know thy audience, and know they'll change
- Work toward behavior change
- Balance scare tactics with crying wolf
- Be thoughtful about species-specific vs. multi-ANS
- Evaluate...before, during, and after
- Outreach and education is a science...don't wing it
- Good outreach depends on good inreach
- **Don't forget the kids!**



# Coordinating Across Watersheds

- 100<sup>th</sup> Meridian Initiative
- Western Regional Panel Quagga-Zebra Action Plan
- Western Aquatic Invasive Species Accord
- National campaigns



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# Thanks!

## Questions?

